WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: SEO and Digital Consumers

COURSE NUMBER: COM 7000

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Analyze and evaluate digital consumers

Learning Outcomes: The student will:

A-1. Analyze consumer behavior on multiple platforms
A-2. Compare digital consumer data

GOAL B: Examine and practice best SEO techniques

Learning Outcomes: The student will:

B-1. Outline multiple SEO techniques and technology
B-2. Utilized SEO to influence a product campaign
B-3. Identify different factors that affect SEO
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